

CLAIMS:

Claims 1-40 (Withdrawn)

Claims 41-68 (New)

41. (New) A method of organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages on a portal page comprising the steps of:

- (a) providing a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme, wherein said active areas are shown as representations of buildings on said map and wherein said active areas are grouped such that active areas related by a common concept are located on said map in close proximity to one another;
- (b) modifying said map to provide graphical information regarding said common theme when a cursor is placed over one of said active areas;
- (c) displaying the interior of a building when said active area represented by said building is selected; and
- (d) displaying said plurality of hyperlinks having a common theme on the interior of said building.

42. (New) The method of claim 41, further comprising the step of:

- (e) displaying a button which, when selected by a user, will re-display said portal page and its corresponding map, without regard to where said user has navigated.

43. (New) The method of claim 41, further comprising the step of:

- (f) displaying a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map.

44. (New) The method of claim 41, further comprising the step of:

- (g) temporarily displaying static images at random locations on said map, wherein said static images contain hyperlinks to web pages.

45. (New) The method of claim 41, further comprising the step of:
(h) temporarily displaying images which appear to move across said map.
46. (New) The method of claim 45, wherein said images contain hyperlinks to web pages.
47. (New) The method of claim 41, wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
48. (New) The method of claim 47, further comprising the step of customizing said visual representation to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
49. (New) The method of claim 47, further comprising the step of
(i) providing a link which, when activated, displays a listing of one or more other portal pages, each of which has a visual representation customized for a different culture.
50. (New) A user interface for organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages, said interface comprising:
a visual representation of a map having a plurality of active areas thereon, wherein said active areas related by a common concept are positioned on said map in close proximity to each other, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme,
wherein said map is modified to provide information regarding said common theme when a cursor is placed over one of said active areas, and
wherein said map represents a village and said active areas are shown as representations of buildings and other common structures typically found in a village.
51. (New) The user interface of claim 50, further comprising a display of the interior of at least one of said buildings,

wherein said interior is displayed when said active area represented by said building is selected, and said interior of said building displays all hyperlinks having a common theme associated with said active area.

52. (New) The user interface of claim 50, further comprising a button which, which selected by a user, will re-display said map, without regard to where said user has navigated.

53. (New) The user interface of claim 50, further comprising a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map.

54. (New) The user interface of claim 50, further comprising one or more static images which are temporarily displayed at random locations on said map.

55. (New) The user interface of claim 54, wherein said images contain hyperlinks to web pages, and said hyperlinks are temporarily displayed on said map.

56. (New) The user interface of claim 54, wherein said images contain hyperlinks to web pages on said Internet.

57. (New) The user interface of claim 54, wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.

58. (New) The interface of claim 57, wherein said visual representation is customized to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.

59. (New) The interface of claim 54, wherein a link is provided which, when said link is activated, displays a listing of one or more other user interfaces, each of which has a visual representation customized for a different culture.

60. (New) A method of accessing a plurality of web site pages by collecting, organizing and visually presenting representations of a plurality of hyperlink addresses associated with said web site pages, said method comprising the steps of:

- I) displaying a plurality of buildings wherein said buildings represent a plurality of commercial or retail establishments on a map layout, wherein each of said buildings are representative of categories of information items having a common theme;
- II) organizing each of said plurality of buildings into districts, said districts representative of a common concept among said buildings illustrated therein, and
- III) modifying the appearance of said buildings when a cursor is placed thereover, wherein said modifying step comprises the displaying of information relating to said common theme.

61. (New) The method of claim 60, further comprising the step of:

- IV) displaying a navigation bar, wherein said navigation bar dynamically changes based on the position and/or interaction of a cursor with respect to said districts.

62. (New) The method of claim 61, further comprising the step of:

- V) temporarily displaying static or moving images at random locations on said map.

63. (New) The method of claim 62, wherein said images display advertisements for said commercial or retail establishments and wherein said images contain hyperlinks to said commercial and retail establishments.

64. (New) The method of claim 63, further comprising the step of:

- VI) providing a means for a user to return to said map display, without regard to where said user has navigated using said hyperlinks.

65. (New) The method of claim 64, further comprising the step of:

- VII) displaying said hyperlinks in a textual fashion.

66. (New) The method of claim 27 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
67. (New) The method of claim 66, further comprising the step of:
VIII) customizing said map layout to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
68. (New) The method of claim 67, further comprising the step of:
IX) providing a link which, when activated, displays a listing of one or more other map layouts, each of which is customized for a different culture.